

Mini Challenges Checklist

Prepare:

- Create the challenge and make it simple
- Review your challenge. Can it be made even more simple for you and them?
- Announce it to your group
 - FB Live
 - Post
 - Ask your group to invite friends who they think could use the accountability of the challenge.
 - Tell them why you are excited about it and why it will create big results for them.
- Invite your newsletter list to the challenge.
- Create a PDF to help guide people through the challenge
 - ie. Calendar with checkboxes and a space to write what they did or to journal
 - ie. List daily tasks/prompts/suggestions/questions for each day to help them build momentum through the challenge
- Create a dedicated post just for people checking into the challenge, reminding them of what the challenge is and how to participate.
 - Pin this post to announcements and “pin to top”
- Optional: Make a new cover image for the group including the challenge name and dates of the challenge.

Execute:

- Day -3** - FB Live to **pump them up and remind them of the challenge**
- Day 0** - FB Live - **pump them up.**
 - Tell them why you are excited about it

- ❑ Share any posts/comments from members stating how they are excited about it.
 - ❑ Tell them about the dedicated post.
- ❑ **Day 1 - FB live - create excitement.**
 - ❑ Tell people how you are taking the challenge and what you are going to do today.
 - ❑ Remind them that there is a resource (PDF)
 - ❑ Remind them how to and where to come back and share that they did the challenge (dedicated post)
- ❑ **2-3x a week - FB live/Post - create excitement.**
 - ❑ Tell them what you are going to do today and what others are saying about the challenge thus far
 - ❑ Remind them that there is a resource (PDF)
 - ❑ Remind them how to and where to come back and share that they did the challenge (dedicated post)
- ❑ **Fridays - FB Live bringing them back**
 - ❑ Shout out to those who are doing well in the challenge.
 - ❑ Remind people they can join now even if they haven't started the challenge.
 - ❑ Encourage those who are "behind" that they can catch up by doing ____
 - ❑ Invite your friends to join us

After the challenge:

- ❑ Thank them all for taking the challenge, whether they did it every single day or just a day.
- ❑ Ask them to take a selfie with their daily check-in calendar (pdf)
- ❑ Let them know what's next. Here are some options
 - ❑ Another challenge and ask for their feedback on the topic
 - ❑ A low cost offer related to the challenge